



Willows Park Preserve Biannual Update  
March 13, 2023

## Creating Community Connections



# WPP Highlights over the last 6 months

## 2022 Program and Events:

11 weddings/private events, 23 educational and health and wellness programs/classes, 5 music concerts, 17 days of business/school/nonprofit meetings, 2 memorial receptions, 2 children's birthday parties, 1 Eco camp, 1 Health and Wellness Festival, 1 WPP Fall Fundraiser, 1 Holiday Open House

- Keystone Communities Program Funding from Senator Amanda Cappelletti in the amount of \$89,500 towards kitchen renovation
- In collaboration with Radnor Township, installed a security system at the Mansion
- Have 22 private events booked through our caterer
- Started to develop a Strategic Plan to provide our nonprofit guidance over the next 3 to 5 years
- Working to finish painting the exterior of the Mansion
- 50th Anniversary Celebration!



WILLOWS PARK PRESERVE PRESENTS:

# LOVE & CHOCOLATE

*at the Willows*

**FREE EVENT!**  
Join us Sunday, Feb. 12  
(yes, Super Bowl Sunday!) for  
hot chocolate, Valentine-  
making and kid crafts!

**Sunday, Feb. 12  
11am - 2pm  
Willows Mansion**  
Darby-Paoli Rd. Villanova

- Special "Why I Love The Willows" contest for kids
- Photo ops in the Balloon Room
- Kid crafts and take-home treats
- Hot chocolate, juice & cookies
- Coffee/tea for adults, too!

Please call our website for more information and to learn about our efforts to restore the Willows! www.willowsparkpreserve.org



## THE WILLOWS MANSION HOLIDAY OPEN HOUSE

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THE WILLOWS MANSION HAS RETURNED! THE WILLOWS PARK PRESERVE WELCOMES YOU BACK TO THIS HISTORIC LANDMARK AND INVITES YOU TO JOIN US FOR AN OPEN HOUSE FEATURING GIFT VENDORS, KIDS CRAFTS, MUSIC FROM LOCAL SCHOOLS AND TOURS OF THE MANSION AND PROPERTY. HOLIDAY FUN FOR THE WHOLE FAMILY!

**VENDORS · MUSIC · TOURS ·  
+ CRAFTS FOR THE KIDS**

**490 DARBY PAOLI RD, VILLANOVA**

**SATURDAY, DECEMBER 10  
11AM - 4PM**

FOR MORE INFORMATION, VISIT [WWW.WILLOWSPARKPRESERVE.ORG](http://WWW.WILLOWSPARKPRESERVE.ORG). THE WPP IS DEDICATED TO RESTORING THE WILLOWS MANSION AND USING IT AS A COMMUNITY SPACE ONCE AGAIN. YOUR SUPPORT, YOUR INTEREST AND YOUR VOICE WILL HELP THE WPP CONTINUE ITS MISSION TO SAVE THIS HISTORIC BUILDING FOR GENERATIONS TO COME.



## Treasurer's Report - Terminology Level Set

- ◆ Revenue and expenses for non-profits are “functionally allocated” to one of the following categories:

- ◆ Program Revenue/Expense
- ◆ Fundraising Revenue/Expense
- ◆ Management and General Expense

*Note: Certain expenses such as salary, insurance and utilities are proportionally (but not equally) allocated across the above categories.*

- ◆ In the IRS lexicon the WPP oversees two “Programs”:
  - ◆ Program 1: Renovation, Restoration and Maintenance of the Willows Mansion
  - ◆ Program 2: Public Programming, Events and Mansion Usage

## Income Statement (IS) Highlights

### ◆ Year to Year Revenue Compare

Income Source	2022	2021	% Change
Contributions *	\$142,071	\$197,152	(28%)
Program Revenue **	\$107,099	\$30,723	249%
Fundraising Event (net of direct benefit costs)	\$16,024	\$19,062	(16%)
Other	\$370	\$12,478	
Subtotal	\$265,564	\$269,969	(2%)
Radnor Township Payment	\$173,746	\$0	
<b>TOTAL INCOME</b>	<b>\$439,310</b>	<b>\$259,415</b>	<b>69%</b>

\* 161 Transactions (does not include Fall Fundraiser ticket purchases)

\*\* Programs Include:

1. Renovation, Restoration and Maintenance of the Willows Mansion
2. Public Programming, Events and Mansion Usage

### ◆ Deferred Revenue (i.e. not included in IS) on Balance Sheet as of Dec 31<sup>st</sup> 2022 was \$60,690

- ◆ Peachtree Upfront Payment on Commissions - \$15,000
- ◆ Private Event Deposits - \$45,440
- ◆ Public Events \$250 (musician payment by donor for canceled concert)

## Income Statement (IS) Highlights

### ◆ Year to Year Expense Compare

Expense Category	2022	2021	%Change
Total Program	\$214,423	\$130,890	64%
Program 1: Renovation, Restoration and Maintenance	\$122,047	\$83,751	
Program 2: Public Programming, Events and Mansion Usage	\$92,376	\$47,139	
Management & General	\$44,439	\$39,366	13%
Fundraising	\$33,151	\$33,201	flat
TOTAL EXPENSES	\$292,013	\$203,457	44%

- ◆ 2022 Net Income was \$147,297 (compared to \$55,959 in 2021)
- ◆ Capitalized Expenses in Income Statement Include:
  - ◆ Roof Restoration
  - ◆ Sprinkler & Fire Suppression System Installation
  - ◆ Kitchen Upgrades - Dishwasher/Sanitizer Installation
  - ◆ 1<sup>st</sup> Floor Bathroom Renovations